

CASE STUDY

Life sciences

Market assessment of nutraceutical supplements and excipients in India



About the client

A leading global provider of premium excipients for the (bio)pharmaceutical and nutraceutical industries, the company has over a century of experience and a presence in over 100 countries. They offer a wide range of excipients, including fillers, binders, disintegrants, and coatings, which play an essential role in the formulation of pharmaceutical products.



Headquarters
Goch,
Germany



Founded in
2006



Revenue
USD 34.7 Mn



Employees
349



Objective and challenges

The company approached Netscribes with a dual objective: gaining insights into India's nutraceutical excipients market and understanding prevailing trends in the broader supplements industry. They requested:



An in-depth analysis of India's supplements and excipients landscape, including key drivers, trends, and a value chain assessment



Market size estimations for both nutraceutical supplements and excipients, in terms of volume and revenue



Evaluation of major competitors, their market share, and product/pricing strategies



An assessment of recent developments, particularly the impact of COVID-19 on these markets



Approach and solution

To meet the firm's market research requirements, we conducted a primary survey using the following methodology:

- Telephonic interviews were conducted based on close-ended questions
- A total of 16 interviews were conducted across the country which included 2 expert interviews and 5 stakeholder interviews for the supplements market, and 2 expert interviews and 7 stakeholder interviews for the excipients market. The length of the interview was 30-45 minutes



Results delivered

By conducting comprehensive, we provided the client with in-depth insights on:

- Market size in volume
- Market size in revenue
- Key market drivers and trends
- Regulatory landscape in India
- Supplements and excipients landscape in India
- Major supplement categories and their excipients usage
- Key information on supply chain stakeholders (export vs. import)

Client benefit

Our detailed market research report provided actionable insights into the nutraceutical supplements and excipients space. It also equipped the firm in formulating growth-oriented strategies aimed at expanding their partnerships with key stakeholders, including supplement manufacturers, international suppliers, and contract manufacturers, thus strengthening their market position.

Gain an in-depth understanding of your target markets and device well-rounded growth strategies with Netscribes [market research services](#).

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